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### EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Robert C. Kowert Reg. No. 39255 on 01/27/2011.

The application has been amended as follows:

15. (Currently Amended) A ~~tangible, computer-accessible storage~~ memory medium, comprising program instructions, wherein the program instructions are executable by a computer system to implement a method of:

storing one or more records in a database, wherein each record comprises an Internet address and a time value, and wherein each record corresponds to a distinct computer access to a web site;

receiving a first request from a first computer to access the web site;

sending a request for information to said first computer, wherein said information comprises a first Internet address and a first time value corresponding to said first computer;

receiving said information;

determining whether a matching record for said first Internet address and said first time value exists in said database;

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identifying said first computer as a distinct computer user if said matching record does not exist in said database.

19. (Currently Amended) A ~~tangible, computer-accessible storage~~ memory medium, comprising program instructions, wherein the program instructions are executable by a computer system to implement a method of:

storing one or more identifiers, wherein each identifier corresponds to a computer user accessing a web site, wherein said each identifier comprises an

Internet address and a time value, wherein the time value is associated

with a launch of a web browser by a respective computer user;

receiving a request from a first computer user to access the web site, wherein said

request comprises a first identifier corresponding to said first computer

user accessing said web site, wherein said first identifier comprises a first

Internet address, and a first time value associated with a launch of a web

browser by the first computer user;

searching for an identifier matching said first identifier among said one or more

stored identifiers;

identifying said first identifier as a distinct computer user if said searching for

said first identifier did not result in a match, wherein a match comprises a

match between the first Internet address and the Internet address in one of

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said one or more stored identifiers, and a match between the first time value and the time value in the one of said one or more stored identifiers.

2. The following is an examiner's statement of reasons for allowance:
3. Shapira 6925442, Farrow 6374295, Gerace 5991735 and Bodnar 6295541 do not specifically teach, alone or in combination, the limitations stated in claims 1 – 19 as stated by the Board of Patent Appeals and Interferences dated 08/26/2010, (also see Specification as of 06/06/2000 pages 4 - 18; and Drawings dated 06/06/2000, Figures 4 and 5 of Applicant's enabling portions of the specification and drawings).

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Claims 1 – 19 allowed.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DAVID E. ENGLAND whose telephone number is (571)272-3912. The examiner can normally be reached on Mon-Thur, 7:30-5:30.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tonia Dollinger can be reached on 571-272-4170. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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